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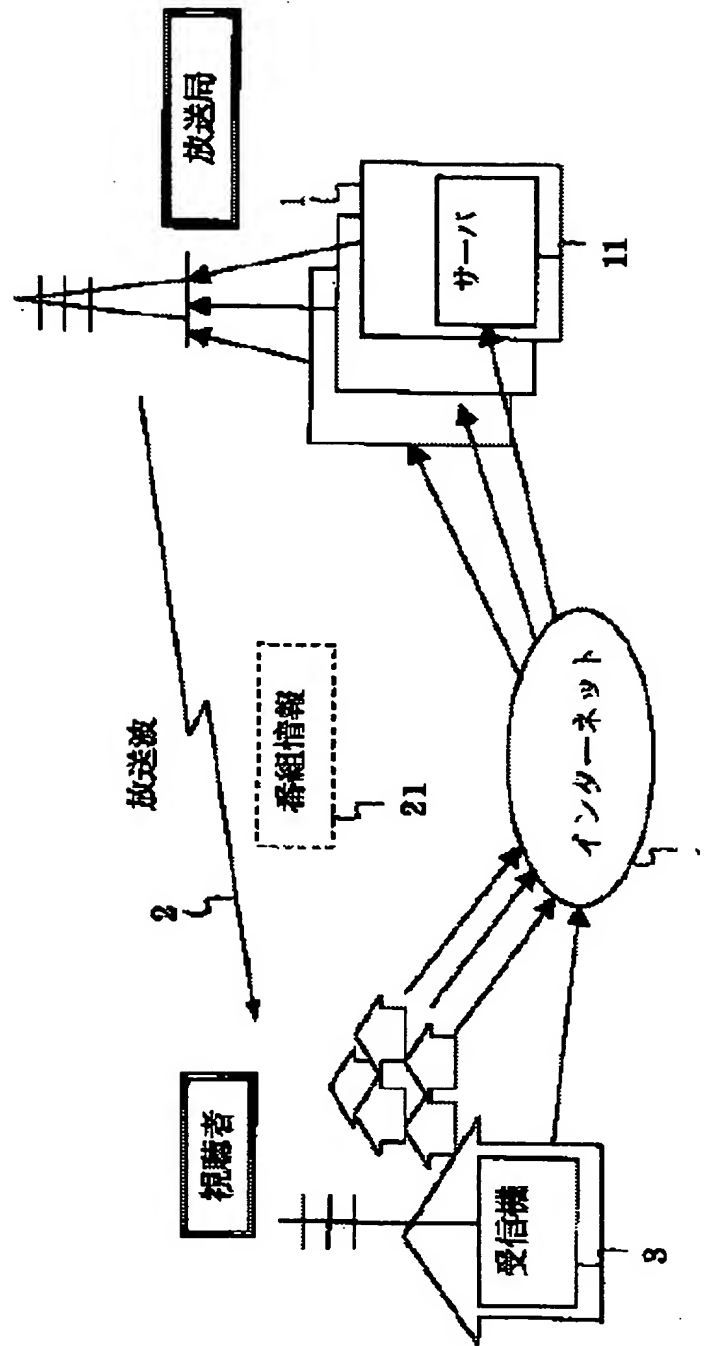
**(54) BROADCAST SYSTEM**

(57) Abstract:

**PROBLEM TO BE SOLVED:** To solve the problem that it takes much time and labor and a percentage of reply is reduced as contents of the questionnaire get detailed, in the case of a conventional viewer's interest investigation according to questionnaires.

**SOLUTION:** Servers 11 are installed in a broadcast station 1 and receivers 3 each receiving a broadcast wave broadcast from the broadcast station 1 are provided with a program information registration function registering program information of viewer's interest and each receiver 3 transmits its registered program information to each server 11 via the Internet 4. Then the servers 11 convert the registered information from the receivers into databases and analyze the databases to grasp the preference of the viewers.

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